NOW I'M A BIT ANGRY!

Individuals' Awareness, Perception, and Responses to Data Breaches that Affected Them

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* The first two authors contributed equally to this research

Problem

- Data breaches are on the rise
- U.S. alone more than 1000 breaches/year

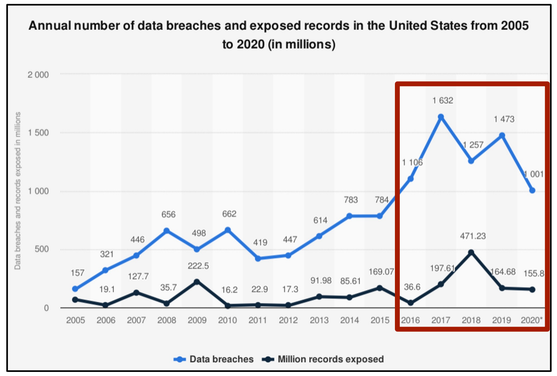
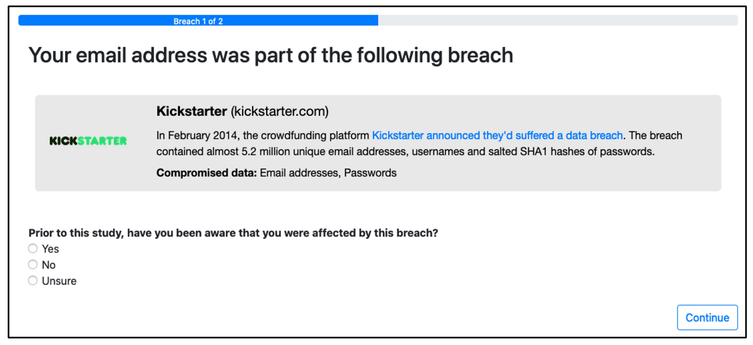


Image source: Statista, Image source: Statista

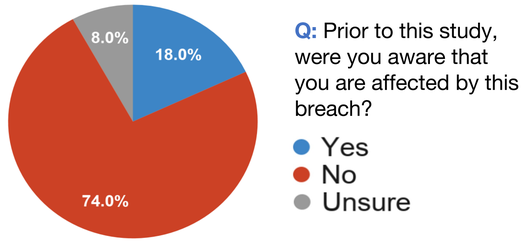
Methodology

- Online study (participants n=413; US-based; recruited via Prolific)
- Saw up to three breaches that affected them
- Based on haveibeenpwned.com data
- High ecological validity

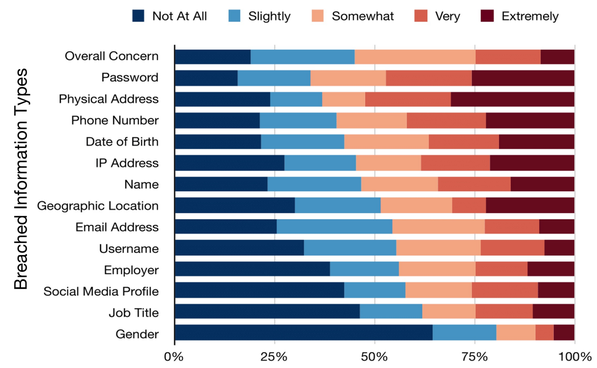


Key Findings

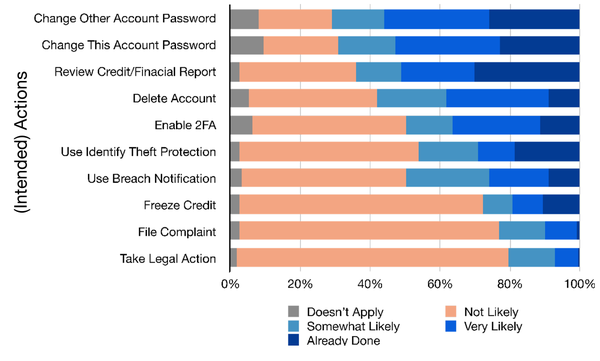
- Participants **unaware** of most breaches



- Low **concern** on average



- Varied levels of intention and adoption for different **actions**



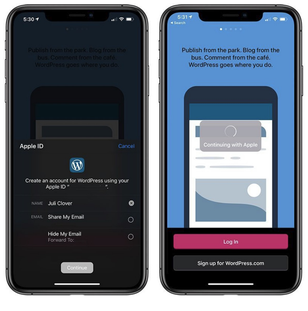
- Awareness and concern are significantly correlated with higher likelihoods of having taken action.

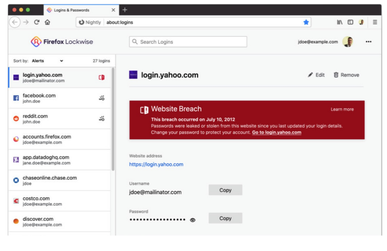
Further Findings

- 73% participants had one or more breaches
- 5.4 breaches on average per participant
- Most common leaked data types:
  - Password (86%)
  - Username (58%)
  - IP Address (43%)
  - Name (39%)
- Perceived causes of being affected:
  - Own email practices (53%)
  - Insecure behaviors (10%)
  - External attribution (14%)
- Perceived impact of being affected: none (43%), very little (11%)

Recommendations

- Promote tools creating single-use email aliases
- Strengthen breach notification requirements
  - Innovative notification methods
  - Understandable, usable, & actionable notices
- Companies must be more involved in helping consumers recover from breaches





Poster based on original research paper:
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Link to full paper

More questions, comments, or feedback? Feel free to contact us:
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